

HISTORIC AND DESIGN REVIEW COMMISSION

December 20, 2017

HDRC CASE NO: 2017-614
ADDRESS: 740 S ALAMO ST
LEGAL DESCRIPTION: NCB 716 BLK 1 LOT 1 & W IRR 60.72 FT OF 2
ZONING: C-2,HS
CITY COUNCIL DIST.: 1
DISTRICT: Lavaca Historic District
LANDMARK: Caliche Block House / Beyer House
APPLICANT: Odie Davis
OWNER: Robert Trevino
TYPE OF WORK: Installation of new lighting
APPLICATION RECEIVED: November 28, 2017
60-DAY REVIEW: January 27, 2018

REQUEST:

The applicant is requesting a Certificate of Appropriateness for approval to install green and red neon rope lighting on the front step gable and front awning.

APPLICABLE CITATIONS:

Historic Design Guidelines, Chapter 6, Guidelines for Signage

1. General

A. GENERAL

- i. *Number and size*—Each building will be allowed one major and two minor signs. Total requested signage should not exceed 50 square feet.
- ii. *New signs*—Select the type of sign to be used based on evidence of historic signs or sign attachment parts along the building storefront where possible. Design signs to respect and respond to the character and/or period of the area in which they are being placed. Signs should identify the tenant without creating visual clutter or distracting from building features and historic districts.
- iii. *Scale*—Design signage to be in proportion to the facade, respecting the building's size, scale and mass, height, and rhythms and sizes of window and door openings. Scale signage (in terms of its height and width) to be subordinate to the overall building composition.

B. HISTORIC SIGNS

- i. *Preservation*—Preserve historic signs, such as ghost signs or other signs characteristic of the building's or district's period of significance, whenever possible.
- ii. *Maintenance*—Repair historic signs and replace historic parts in-kind when deteriorated beyond repair.

C. PLACEMENT AND INSTALLATION

- i. *Location*—Place signs where historically located and reuse sign attachment parts where they exist. Do not erect signs above the cornice line or uppermost portion of a facade wall, or where they will disfigure or conceal architectural details, window openings, doors, or other significant details.
- ii. *Obstruction of historic features*—Avoid obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs.
- iii. *Damage*—Avoid irreversible damage caused by installing a sign. For example, mount a sign to the mortar rather than the historic masonry.
- iv. *Pedestrian orientation*—Orient signs toward the sidewalk to maintain the pedestrian oriented nature of the historic districts.

D. DESIGN

- i. *Inappropriate materials*—Do not use plastic, fiberglass, highly reflective materials that will be difficult to read, or other synthetic materials not historically used in the district.
- ii. *Appropriate materials*—Construct signs of durable materials used for signs during the period of the building's construction, such as wood, wrought iron, steel, aluminum, and metal grill work.

iii. *Color*—Limit the number of colors used on a sign to three. Select a dark background with light lettering to make signs more legible.

iv. *Typefaces*—Select letter styles and sizes that complement the overall character of the building façade. Avoid hard-to-read or overly intricate styles.

E. LIGHTING

i. *Lighting sources*—Use only indirect or bare-bulb sources that do not produce glare to illuminate signs. All illumination shall be steady and stationary. Internal illumination should not be used.

ii. *Neon lighting*—Incorporate neon lighting as an integral architectural element or artwork appropriate to the site, if used.

FINDINGS:

- a. The historic structure located at 740 S Alamo is a 2-story commercial building constructed in 1888-1915. The building is a locally designated landmark and contributing to the Lavaca Historic District.
- b. **NEON LIGHTING** – The applicant has proposed to install two neon rope lights on the existing structure. Per the applicant, the tubes will be 15mm in diameter attached to standard 2” glass and aluminum tube supports screwed to the building fascia and edge of the awning overhang. The neon tubing will be powered by 30mA / 120v neon transformers in metal transformer enclosures set on the rooftop and on the top of the awning overhang. All secondary wiring from transformers to the neon tubing will be run by EMC conduit. According to the Historic Design Guidelines, neon lighting should be incorporated as an integral architectural element or artwork appropriate to the site. The surrounding commercial corridor of S Presa features several neon elements, including historic signage and architectural elements. Staff finds the proposal appropriate for the site and context.
- c. **LOCATION** – One rope of neon tubing will be located along the front edge of the metal awning and another below the cast stone cornice. According to the Historic Design Guidelines, obscuring historic building features such as cornices, gables, porches, balconies, or other decorative elements with new signs should be avoided. Irreversible damage to significant historic elements should be avoided. Staff generally finds that the locations of the 15mm tubing are appropriate and will not obscure or damage character-defining features of the building.

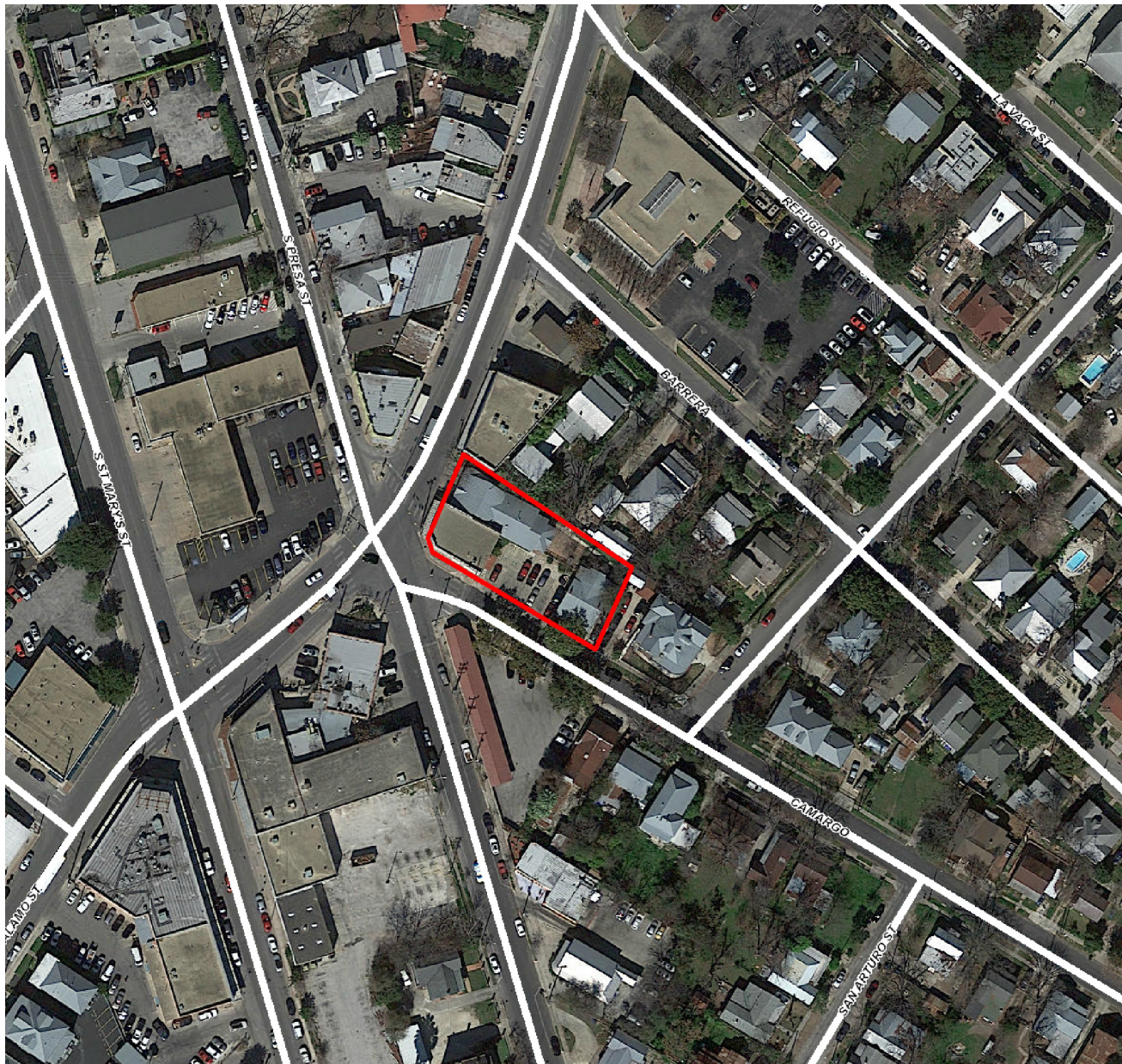
RECOMMENDATION:

Staff recommends approval based on findings a through c with the following stipulations:

- i. That the applicant submits a drawing that illustrates how the neon tubing will be structurally affixed to the building. The installation should not cause irreversible damage to any masonry and its placement should not obscure the top cast stone cornice.

CASE MANAGER:

Stephanie Phillips



Flex Viewer

Powered by ArcGIS Server

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NO
TURN
ON
RED

SOUTH ALAMO
MEDICAL GROUP

Camargo →



S PRESA
4500 600

ONLY

SOUTHEAST ALABAMA
MEDICAL GROUP





SOUTH ALAMO
MEDICAL GROUP

PHYSICIANS AND STAFF
PHYSICIAN ASSISTANTS
NURSES AND
PHYSICIAN ASSISTANTS
PHYSICIAN ASSISTANTS
PHYSICIAN ASSISTANTS
PHYSICIAN ASSISTANTS





Customer:	
Company:	
Address:	
City:	State/ZIP:
Phone:	
Fax:	



DESCRIPTION:
Red and Green neon on exterior of building



EXAMPLE FROM APPLICANT: AREA CONTEXT



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